



E-Mail

M. A. Simmons
Field Sales Marketing Mgr.
300 Berwyn Park, Suite 111
Berwyn, PA 19312
215-647-8110
fax: 215-647-8801

March 31, 1993

TO: Regional Sales Managers

RE: WAVE III CAMEL INCREMENTAL FUNDS

Gentlemen:

NASA has received another influx of Camel funding, over and above workplan budgets, to be used for buydowns in 2nd Quarter.

If you will recall Wave I consisted of \$.50 pack coupons and VPR's received in December 1992 for application starting January. Wave II equated to \$600m buydown dollars received in February which was allocated equally among the five Regions comprising NASA at that time.

Wave III is \$950m, and is also designed to provide additional momentum behind Camel through buydown programs.

It is critical that this money be focused effectively on programs that will have the biggest impact during Second Quarter. Therefore, it makes sense to place primary emphasis on developing programs with major chains in NASA; especially convenience chains.

With this in mind, please identify those chains that offer the most potential for buydown programs. Your information should include...

- Chain name
- # of stores participating
- Program description (i.e., triple play, \$.40 / pack)
- Timeframe
- Estimated incremental cartons sold
- Estimated funding required

Based on your input, funding will be allocated for these chain programs first, with the balance of the funds distributed among our Regions for use in independents and other outlets.

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These dollars are available NOW, so please provide your information as soon as possible, but not later than Monday, April 12, 1993. Thank you for your assistance.

Sincerely,

Melinda

M. A. Simmons

/dmm

cc: E. M. McAtee

R. A. Pettorini

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